	(Pages	s: 4)	Name
	•		Reg. No
TH SEMESTER M.A	. DEGRE	E EXAMI	VATION, MARCH 2020
	(CUCS	SS).	
	Econon	nics	
ECO 4C 1	7—BUSINI	ESS ECONO	MICS
Hours			Maximum: 36 Weightage
	Part.	A	
A	nswer all q	uestions.	
Each qu	estion carrie	es ¼ weightag	re.
rarily reducing prices to inci	rease short-r	run sales is an	example of which of the following?
Dynamic pricing.	(b)	Segmented	pricing.
Target pricing.	(d)	Promotional	pricing.
ntation pricing is where vary is approach :	ing prices ar	e set for differ	ent groups of customers. Economists
Price discrimination.	(b)	Internal pri	cing.
Listed pricing	(d)	Cost pricing.	
		made for the	project will be recovered by the net
Period of return.	(b)	Payback per	iod.
Span of return.	(d)	None of the	above.
the following —	– measures i	risk?	
Co-efficient of variation.	(d)	Standard de	viation.
Expected value.	(d)	All of the abo	ve are measures of risk.
	ECO 4C 1  Hours  Each quararily reducing prices to incompanic pricing.  Target pricing.  Intation pricing is where vary is approach:  Price discrimination.  Listed pricing  I an of time within which the softhe project is known as period of return.  Span of return.  Span of return.  The following  Co-efficient of variation.	(CUCS) Economic ECO 4C 17—BUSINIS Hours  Part  Answer all q Each question carrier rarily reducing prices to increase shorter arrily reducing prices to increase shorter pricing.  Dynamic pricing.  (d) Target pricing is where varying prices are approach:  Price discrimination.  (b) Listed pricing.  (d)  Interest pricin	Part A  Answer all questions.  Each question carries ¼ weightage rarily reducing prices to increase short-run sales is an Dynamic pricing.  (b) Segmented Target pricing.  (d) Promotional ration pricing is where varying prices are set for different approach:  Price discrimination.  Listed pricing.  (d) Cost pricing.  (a) Cost pricing.  (a) Cost pricing.  (b) Internal pricing of time within which the investment made for the set of the project is known as ———————————————————————————————————

is used by a firm's managers when computing the net present value of the cash

Internal rate of return.

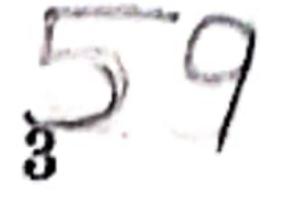
Actual rate of return.

flows expected to be generated from the company's investments.

Required rate of return.

Expected rate of return.

(12 × 1/4 = 3



## Part B (Very Short Answer Questions)

Answer any five questions in a sentence or two..

Each question carries 1 weightage.

- 13. Vertical Integration
- 14. Two part Tariff.
- 15. Balance Sheet.
- 16. Liquidity.
- 17. Decision Tree.
- 18. Capital Budgeting.
- 19. Price Discrimination.
- 20. Ramsey Pricing.

 $(5 \times 1 = 5 \text{ weightage})$ 

## Part C (Short Essay Questions)

Answer any eight questions.

Each question carries 2 weightage.

- 21. Differentiate between a merger and an acquisition.
- 22. Describe the sources of business finance.
- 23. What are Joint Products?
- 24. Define Operating Leverage.
- 25. Elucidate the concept of Risk Adjusted Discount Rate.
- 26. What is the importance of Net Present Value?
- 27. Illustrate Price Skimming with a example.
- 28. Clarify the Time Value of Money.
- 29. Explain the concept of Profitability Index.
- 30. Elaborate the concept of Risk Premium.
- 31. What is the intention behind Bundle Pricing?

 $(8 \times 2 = 16 \text{ weightag})$ 

## Part D (Essay Questions)

Answer any three questions.

Each question carries 4 weightage.

- 32. Elucidate the various steps in Capital Budgeting.
- 33. Write a note on Product lifecycle.
- S4. Mention the criteria requirement for a good forecasting method.
- 35. Details the various problems that multinational companies normally face?
  - 36. Elaborate on some of the commonly used forecasting techniques.

 $(3\times4=12_{W}$